

WHAT IS CLAIMED IS:

1           1.     A method of facilitating a consumer selection of a primary  
2     care physician, the method comprising:  
3                 selecting participating primary care physicians;  
4                 preparing each physician for a videotape performance;  
5                 videotaping each physician;  
6                 editing each videotape performance for length of time and  
7     content;  
8                 combining each videotape performance with at least one of a  
9     selected ancillary clinic information and a provider information to form a  
10    video visit videotape;  
11                developing advertising content and advertising medium  
12    describing the video visit videotape availability;  
13                collecting and processing a consumer request for the video  
14    visit videotape in response to the advertising; and,  
15                providing the video visit videotape to a consumer to fill the  
16    consumer request.

1           2.     The method of claim 1, including the step of reporting the  
2     relationship between the consumer request and the physician selected by  
3     the consumer.

1           3.     The method of claim 2, including the step of reconciling the  
2     consumer request with the physician selected by the consumer and  
3     determining a return on investment based on at least a cost to produce  
4     the video visit videotape and a cost charged to the consumer by the  
5     physician selected by the consumer.

1           4.     The method of claim 1, including the step of combining  
2     selected physicians for the video visit videotape based on geographic  
3     location.

1           5.     A method for preparing a videotape suitable for facilitating a  
2     consumer selection of a primary care physician, the method comprising  
3     the steps of:  
4                 selecting a participating physician;  
5                 instructing the physician on consumer criteria for selecting  
6     the primary care physician;  
7                 instructing the physician on performance criteria;  
8                 portraying the physician to convey attributes of the physician  
9     from a group consisting of personality, credentials, capabilities, bedside  
10    manner, medical interest area, hospital affiliation, clinic affiliation and  
11    education;  
12                videotaping the physician;  
13                editing the videotape to convey the attributes of the  
14    physician that meet the consumer criteria;  
15                combining the edited videotape with advertising material;  
16    and,  
17                configuring the videotape and advertising material for  
18    delivery to the consumer.

1           6.     The method of claim 5, including the step of selecting at  
2     least one additional physician.

1           7.     The method of claim 6, including the step of combining  
2     selected physicians for the videotape based on geographic location.

1           8.     The method of claim 6, including the step of delivering the  
2     videotape and advertising material to the consumer.

1           9.     The method of claim 5, including the step of reporting the  
2 relationship between the delivered videotape and the physician selected  
3 by the consumer.

1           10.    The method of claim 5, wherein the advertising material  
2 includes developing an advertising medium describing the videotape  
3 availability.

1           11.    A video visit system to facilitate the selection by a consumer  
2 of a primary care physician, the system comprising:  
3               a medium configured to receive and playback audio and  
4 video data;  
5               a representation of the primary care physician depicted on  
6 the medium; and,  
7               a means for delivery of the medium to the consumer upon  
8 request.

1           12.    The video visit system of claim 11, wherein the  
2 representation includes clinic information and provider information.

1           13.    The video visit system of claim 11, wherein a plurality of  
2 primary care physicians are depicted on the medium.

1           14.    The video visit system of claim 13, wherein the plurality of  
2 primary care physicians are selected on the basis of geographic location.

1           15.    The video visit system of claim 11, including advertising  
2 medium describing the availability of the system.

1           16.    The video visit system of claim 11, including a means for  
2 tracking the use of the video visit system.

1           17. A video visit apparatus to facilitate the selection by a  
2 consumer of a primary care physician, the apparatus comprising:  
3           a medium configured to receive and playback audio and  
4 video data; and,  
5           a representation of the primary care physician depicted on  
6 the medium.

1           18. The video visit apparatus of claim 17, wherein the  
2 representation includes clinic information and provider information.

1           19. The video visit apparatus of claim 17, wherein a plurality of  
2 primary care physicians are depicted on the medium.

1           20. The video visit apparatus of claim 19, wherein the plurality  
2 of primary care physicians are selected on the basis of geographic  
3 location.

1           21. The video visit apparatus of claim 17, including advertising  
2 medium describing the availability of the apparatus.

1           22. The video visit apparatus of claim 17, including a means for  
2 delivery of the medium to the consumer upon request.

1           23. The video visit apparatus of claim 17, including a means for  
2 tracking the use of the video visit apparatus.

3           24. A video visit apparatus to facilitate the selection by a  
4 consumer of a service provider, the apparatus comprising:  
5           a medium configured to receive and playback audio and  
6 video data; and,  
7           a representation of the service provider depicted on the  
8 medium.

1           25. The video visit apparatus of claim 24, wherein the  
2 representation includes service provider information.

1           26. The video visit apparatus of claim 24, wherein a plurality of  
2 service providers are depicted on the medium.

1           27. The video visit apparatus of claim 26, wherein the plurality  
2 of service providers are selected on the basis of geographic location.

1           28. The video visit apparatus of claim 24, including advertising  
2 medium describing the availability of the apparatus.

1           29. The video visit apparatus of claim 24, including a means for  
2 delivery of the medium to the consumer upon request.

1           30. The video visit apparatus of claim 24, including a means for  
2 tracking the use of the video visit apparatus.